

Message Text

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PAGE 01 WELLIN 04021 070503Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----122770 070505Z /14

R 070435Z SEP 77
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 3969
USDOC WASHDC
INFO AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND POUCH

UNCLAS WELLINGTON 04021

EO 11652:N/A
TAGS:BEXP NZ
SUBJECT: AMTECH 78 COMMERCIAL EXHIBITION

REF: WELLINGTON 3449

1.BEGIN SUMMARY: EMBASSY HAS UNDERTAKEN AN INFORMAL SURVEY OF A WIDE RANGE OF SELECTED LOCAL FIRMS IN ORDER TO SAMPLE REACTION TO AN AMTECH EXHIBITION IN 1978. TEN FIRMS HAVE EXPRESSED POSITIVE INTEREST WHILE NINE ADDITIONAL ARE WILLING TO SERIOUSLY CONSIDER THE MATTER. COMPARED WITH A TOTAL NUMBER OF EXHIBITORS OF 30 IN AMTECH 76 WE FEEL THESE FIGURES JUSTIFY STAGING OF SUCH A SHOW IN THE FIRST HALF OF 1978. END SUMMARY.

2. AS DEPARTMENT AWARE EXHIBITIONS OF AMERICAN TECHNOLOGY IN COMPUTERS AND PERIPHERAL EQUIPMENT, BUSINESS MACHINES AND GRAPHICS ARTS DISPLAY EQUIPMENT, WERE OUTSTANDING SUCCESSES HERE IN 1973 AND 1976. FOR THAT REASON, I HAVE BELIEVED THAT AN AMTECH SHOULD AGAIN BE HELD NEXT YEAR. DURING MY RECENT CONSULTATIONS IN WASHINGTON I DISCUSSED MY THOUGHTS IN THIS REGARD WITH OIM DIRECTOR GARNITZ AND HE AGREED AMTECH SHOULD INDEED UNCLASSIFIED

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GO FORWARD IN 1978.

3. FOLLOWING UP ON THIS DISCUSSION UPON MY RETURN TO WELLINGTON, I REQUESTED MY ECONOMIC/COMMERCIAL SECTION TO INFORMALLY SURVEY THE BUSINESS COMMUNITY FOR PROSPECTIVE EXHIBITORS. OF THOSE FIRMS CONTACTED TEN GAVE A STRONG AFFIRMATIVE RESPONSE AND NINE INDICATED QUALIFIED

INTEREST. INTEREST CENTERED HEAVILY AROUND COMPUTERS AND BUSINESS EQUIPMENT. ALL FIRMS WERE INFORMED OF THE REQUIRED OLD TO MARKET (OTM) FEE OF TWO THOUSAND DOLLARS. (IS ESTABLISHED FIRM EXHIBITING NEW PRODUCT TO BE CHARGED OIM FEE?) WHILE CLEARLY THIS AMOUNT IS HIGH IN RELATION TO OTHER EXHIBITION COSTS HERE, IT IS NOT FELT THE FEE IN ITSELF WILL BE AN ABSOLUTE IMPEDIMENT TO THE EXHIBITORS. IT DID, HOWEVER, PLAY SOME ROLE IN INFLUENCING SOME FIRMS AGAINST PARTICIPATION.

4. IN 1976 WE HAD 30 FIRMS PARTICIPATE IN AMTECH AND FOR 1978 HAVE SET 40 AS OUR TARGET. IT IS OUR UNDERSTANDING UNDER CURRENT COMMERCE PROCEDURE THAT IN EXHIBITIONS OF THIS NATURE, THE POST IS RESPONSIBLE FOR RECRUITING ROUGHLY 20 PERCENT OF THE EXHIBITORS (THE OTM'S) WHILE COMMERCE UNDERTAKES ASSEMBLING OF THE NEW TO MARKET (NTM) FIRMS (80 PERCENT). AS WE WILL HAVE EXCEEDED THE 20 PERCENT FIGURE FOR OTM'S, WE FEEL AN AMTECH 78 IS FULLY JUSTIFIED FROM OUR PERSPECTIVE AND WOULD APPRECIATE THE DEPARTMENT'S VIEWS ON THE NEXT STEPS TO BE UNDERTAKEN.

5. REGARDING TIMING - WE HAD ORIGINALLY THOUGHT MARCH 1978 AN IDEAL DATE. HOWEVER, WE HAVE RECENTLY LEARNED THAT A PRIVATE GROUP IN AUCKLAND MAY BE SPONSORING A SIMILAR EXHIBIT OF OFFICE EQUIPMENT FOR EARLY MARCH.
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AS IT WOULD CLEARLY BE UNDESIRABLE TO HAVE THIS SHOW TOO CLOSE TO AMTECH AND AS OUR OWN LEAD TIME IS SHORT IN ANY CASE, WE NOW BELIEVE A LATE APRIL, EARLY MAY DATE MIGHT BE PREFERABLE.

6. AS DEPARTMENT AWARE, SINCE MY ARRIVAL HERE I HAVE BEEN STRESSING AN ACTIVE COMMERCIAL PROGRAM. ALTHOUGH NOT LARGE THE NEW ZEALAND MARKET DOES OFFER POTENTIAL FOR U.S. SALES WHICH WE SHOULD EXPLOIT. ONE TOOL FOR SUCH EXPLOITATION WOULD BE AMTECH 1978. GIVEN THE PAST SUCCESS OF THIS EXHIBIT AND OUR RECENT SAMPLING, WE WOULD LIKE TO MOVE FORWARD RAPIDLY ON THIS SHOW. DEPARTMENT'S COMMENTS WOULD BE APPRECIATED. SELDEN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Line Count: 107
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Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 WELLINGTON 3449
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 02-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1365028
Secure: OPEN
Status: NATIVE
Subject: AMTECH 78 COMMERCIAL EXHIBITION
TAGS: BEXP, NZ
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/f6404a4b-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009